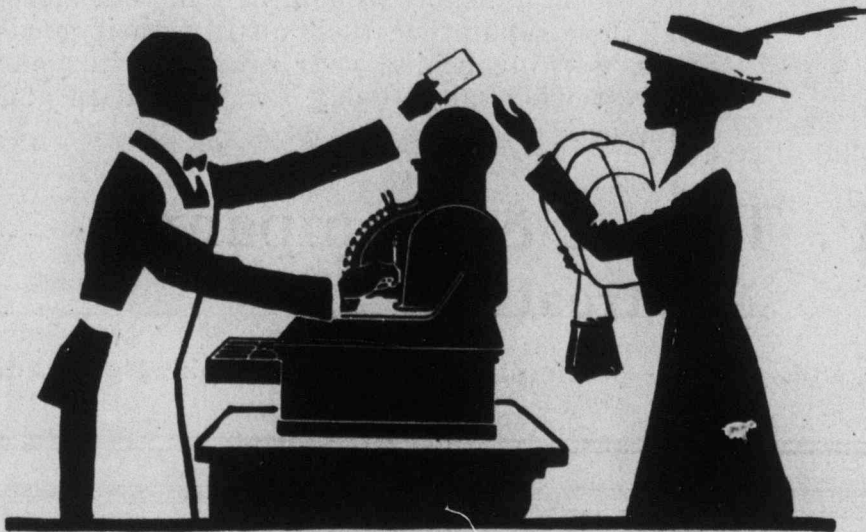


# The Most Direct and Cheapest Advertising of Your Store

To advertise your store it is not necessary to spend freely of your profits. No need to go beyond your present customers—they are satisfied to trade with you. The more they spend with you, the greater your profits. Teach them to spend more.



## Announce Your "Specials" on the N.C.R. Receipts

Put in your store a modern National Cash Register. It will print automatically advertisements on the back of receipts or sales-slips.

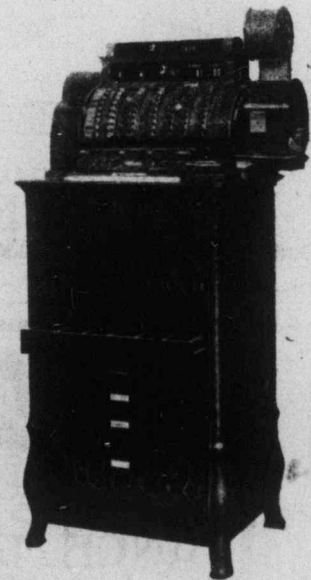
Feature your "Special" in this direct-to-the-customer announcement. Just when she is in your store, wondering what else she needs, let her be reminded by your advertisement on the back of the N.C.R. Receipt.

Cost is little—a few cents for the electrotypes. "Circulation" will grow—just so fast as your custom grows.

Now is high time to instal the machine that gives an advertisement-receipt as an *incidental* part of its service.

*This is but part of the service rendered by the N.C.R. system. Let us tell you the rest. Write to-day.*

**THE NATIONAL CASH REGISTER COMPANY**  
OF CANADA, LIMITED



Christie Street  
TORONTO, ONT.

*If any advertisement interests you, tear it out now and place with letters to be answered.*